

Case Study



Campaign to Protect
Rural England
Standing up for your countryside



CPRE Google AdWords Grant Account

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Introduction

The Campaign to Protect Rural England is a national environmental charity, with more than 100 active local groups, that has been standing up for the English countryside for more than 90 years. CPRE's work encompasses a wide range of countryside issues that impact on the landscape, including housing and planning, farming and food, transport, energy and waste.

CPRE had secured and were using a Google Grant Account for PPC Advertising but were looking to maximise its potential.



Objectives

Increase Traffic and Awareness

A fundamental aim for both parties was to increase traffic to the CPRE website, increasing awareness of CPRE and the work they engage in.

Optimise Google Grant Spend

Both upriseUP and CPRE were keen to utilise the \$330 daily spend to the best effect, building relevant clicks as quickly as possible but ensuring we weren't hitting the daily spend too early in the day or losing out on priority traffic to less well qualified clicks.

Track Users Interactions On CPRE

It is important for both CPRE and upriseUP to know how users are interacting with the site once an Ad has been clicked. Conversion tracking through Google Analytics allows important actions such as donations, appeals, membership signups and e-newsletter signups to be recorded.

Qualify for the Grantspro Programme

Develop the account to meet the qualification criteria for the Grantspro Programme which allowed charities up to \$40,000 a month to use on PPC advertising*. These criteria are:

- Be actively managing the account
- A CTR higher than 1%
- Spend must be higher than \$9,900 in two of the previous six months
- At least one worthwhile conversion is tracked

*The Grantspro Programme is currently not accepting new applications.

Strategy

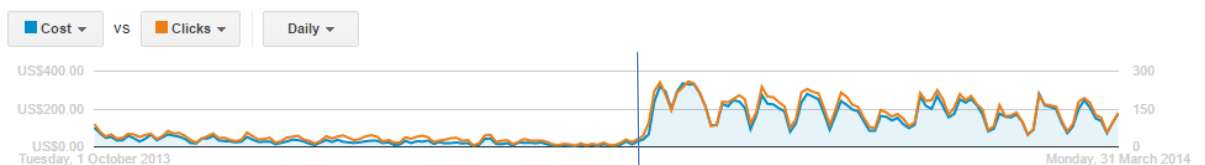
Once upriseUP took over management of the Account one of the first tasks was restructuring it. To most effectively promote content, increase traffic and increase spend, the Account needed to be structured into Campaigns and Ad Groups with defined topics that mirrored the structure of the CPRE website. A Tier system was developed with CPRE and Campaigns were ranked in order of priority, with Tier 1 Campaigns being highest priority and Tier 3 Campaigns being lowest priority.

Within each Ad Group 2 Ads were set up to allow A/B split testing of Ad copy. There is a \$2 bid limit on Grant Accounts, and as a result a keywords Quality Score is hugely important. An Ad's position is a function of Bid, Quality Score and the impact of Ad Extensions therefore highly relevant keywords were selected for each Ad Group to ensure the highest Quality Score. Ad Extensions, such as Sitelinks, Callouts and Call Extensions, were utilised to improve each Ads performance.

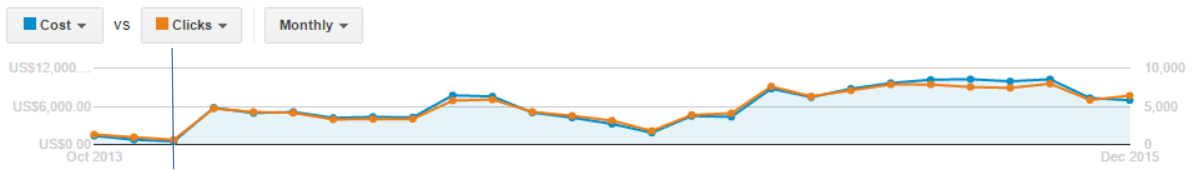
With the account restructuring upriseUP were able to maximise spend on the \$10,000 per month account. With the Account maximising, upriseUP were able to optimise the Account for conversions and CTR with the aim of qualifying for the \$40,000 Grantspro programme.

Results

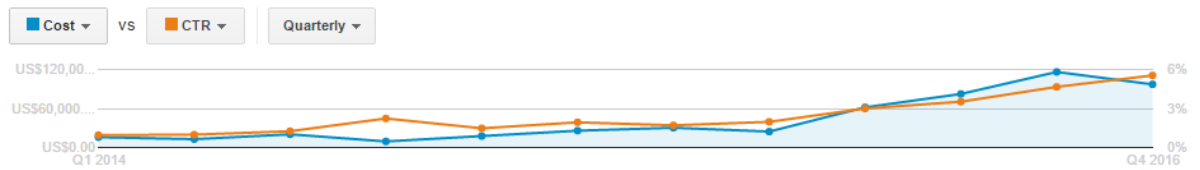
upriseUP began working on the CPRE Account in January 2014 and immediately began significantly increasing traffic. Clicks increased from 2,895 in Q4 2013 to 13,121 in Q1 in 2014, a 353% increase. Spend also increased from \$2,606.03 in Q4 2013 to \$15,830.84 in Q1 2014, a 507% increase.



Traffic to the Account continued to build and the Account was optimised to reach the criteria to qualify for the Grantspro Programme, maximising the monthly \$10,000 spend July through October 2015.



upriseUP were able to make a successful application for the Grantspro Programme and were awarded the \$40,000 monthly spend in January 2016. Since upriseUP have been working on the CPRE Account CTR has increased from 0.95% in Q1 2014 to 5.54% in Q4 2016.



In the quarter before upriseUP began managing the CPRE AdWords Account, Q4 2013, AdWords traffic accounted for 5.9% of the total traffic to the site. The first quarter we managed the account, Q1 2014, AdWords traffic accounted for 18.2% of the total traffic to the site, a 340% increase in number of session. Last quarter, Q4 2016, AdWords traffic accounted for 30.5% of the total traffic to the CPRE site.

Next Steps

We have been really pleased to see the account go from strength to strength and are excited to continue working closely with the team at CPRE. We are continuing to highlight their latest campaigns and initiatives, driving awareness and key conversions, aided by the great content CPRE add to their website. We are proud to play a part in CPRE's work protecting the countryside we all depend on.

Testimonials

"upriseUP are great to work with and have really boosted CPRE's profile on Google, helping increase our traffic and support our campaigns. They have been very responsive in promoting specific pieces of work as needed, and we were very happy that their efforts enabled us to maximise use of our Google Grant and meet the criteria for the Grantspro Programme."